State of Wisconsin
Department of Natural Resources
dnr.wi.gov

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BUREAU OF
WATERSHED MANAGEMENT

Notice of Intent to Apply for Coverage Under MS4 General Permit
WPDES Permit No. WI-S050075

Form 3400-NNN (R 2/06)

NOTICE: This application form is authorized by section 283.37, Wis. Stats., and Chapters NR 151 and 216, Wis. Adm. Code. Personally identifiable information on this form may be used for other program purposes and may be made available to requestors under Wisconsin's Public Records laws and be posted on the Department's internet site.

Instructions: Complete the following for all permit applications. If additional space is needed to respond to a question, attach additional pages. Provide descriptions below that explain the program activities that you expect to develop and implement to comply with the Municipal Separate Storm Sewer System (MS4) general permit (http://dnr.wi.gov/org/water/wm/nps/stormwater/muni.htm). Section 3 of the MS4 general permit contains the compliance schedules that direct when the individual program activities need to be developed and submitted to the Department for review. The detailed programs that are developed and submitted to the Department for review may deviate from the program activities described below if necessary. The descriptions provided below are necessary for the Department to verify that the municipality's program activities comply with the permit.

Section I: Applicant Information

Name of Municipality			
City of Appleton			
Mailing Address **100 N. Appleton Street**	City **Appleton**	State **WI**	Postal Code **54911**
County(s) in which Applicant is located **Outagamie, Winnebago, Calumet**	Type of Municipality: (check one) ☐ County ☒ City ☐ Village ☐ Town ☐ Other (specify)		

Section II: Local Contact Information (check one):

Name of Municipal Contact Person **Paula Vandehey, P.E.**		Title **Director of Public Works**	
Mailing Address **100 N. Appleton Street**	City **Appleton**	State **WI**	Postal Code **54911**
E-mail address **paula.vandehey@appleton.org**	Telephone Number (include area code) **920-832-6474**	Fax Number (include area code) **920-832-6489**	

Section III: Water Quality Concerns

Yes	No	
☐	☒	Does any part of the MS4 discharge to an outstanding resource water (ORW) or exceptional resource water (ERW) listed under s. NR 102.10 or 102.11, Wis. Adm. Code? (An unofficial list of ORWs and ERWs may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/)
☒	☐	Does any part of the MS4 discharge to an impaired waterbody listed in accordance with section 303(d)(1) of the federal Clean Water Act, 33 USC § 1313(d)(1)(C)? (A list of Wisconsin impaired waterbodies may be found on the Department's Internet site at: http://dnr.wi.gov/org/water/wm/wqs/303d/303d.html)

Section IV: Area and Population Within the MS4

Yes	No	
☒	☐	Is the MS4 within an "Urbanized Area" as defined by U.S. EPA? (See http://www.epa.gov/npdes/pubs/fact2-2.pdf)

If no, skip the rest of this section and continue to Section V. If yes, estimate the area served by and the population within the MS4 in an Urbanized Area (UA).
(Urbanized Area maps are available on the EPA web site at: http://cfpub1.epa.gov/npdes/stormwater/urbanmaps.cfm)

Total municipal area (in square miles):	Total municipal population (in year 2000):
24.6	70,167
MS4 service area within Urbanized Area (in square miles):	Municipal population within Urbanized Area (in year 2000):
17	69,600

Section V: Potential Permit Exemption

Yes	No	
		Section NR 216.023, Wis. Adm. Code, allows certain MS4s that have less than 1000 people residing in an urbanized area to be waived from having to obtain municipal storm water permit coverage.
☐	☒	Do you believe that the MS4 may be eligible for this potential exemption?

Section VI: Summary of Municipal Storm Water Program Activities

Describe the programs or activities the municipality is doing or will do to comply with the requirements of the MS4 general permit. Attach additional pages if necessary.

A. Public Education and Outreach

Describe the public education and outreach program activities that the municipality will implement to comply with section 2.1 of the MS4 general permit.

Appleton is participating in the Northeast Wisconsin Stormwater Consortium (NEWSC) and has been a member of NEWSC since its inception. City staff currently serve as Vice Chairperson for NEWSC and participate on the Illicit Discharge Detection and Elimination committee. City staff also fills one of the NEWSC positions on the board of Fox-Wolf Watershed Alliance(FWWA).

NEWSC sponsored a "Communtity Based Social Marketing" (CBSM) Workshop in June 2005. Appleton provided monetary support beyond NEWSC dues for the workshop and several city staff members attended the workshop. Through this workshop, attendees learned the basic components of CBSM and how to use this method to change individual behaviors as they relate to stormwater practices.

In 2003 through 2005 Appleton invested $10,000 in matching funds to a grant from WE Energies for a pilot program in NEMO. NEMO stands for Non-point Education for Municipal Officials. It is a national program developed at the University of Connecticut. FWWA held the grant and the contract to work with city staff to develop a series of power point presentations for a variety of groups. City professional staff provided feedback on each presentation in an effort to maximize its effectiveness. Those presentations are now available to all NEWSC communities. The Appleton NEMO program also included presentations to several service clubs in the area and to foreman and labor staff in the Operations Division of Public Works and the Park and Recreation Department.

NEWSC completed a telephone survey of residents in Brown, Calumet, Fond du Lac, Outagamie, and Winnebago counties. The survey was conducted by St. Norbert College from October 18 -November 7, 2005. The survey determined the current stormwater awareness level of area residents, gathered data about individual behaviors affecting stormwater by identifying barriers, benefits, and motivations to these behaviors, and assisted the NEWSC Information and Education Committee in developing a model Information and Education Plan. Further information regarding the survey and the results can be found at NEWSC.org.

NEWSC promoted stormwater management through Fox Cities Viewpoint Public Service Announcements aired on WHBY radio. Topics including lawn mowing, car washing, lawn pesticides, lawn fertilizers, and leaf management were aired from June through November 2005.

NEWSC also participated in an episode of the "It's Your Environment" television program with a stormwater focus. The episode included state regulations, education, and local participation. It aired on Channel UPN 32 on December 17, 2005.

Appleton will continue current activities such as: one to one interaction with members of the public, site designers, developers, and interested groups; the city's stormwater consultant briefing the Utilities Committee that is comprised of elected public officials several times a year; charging a fee for grass clippings brought to the yard waste site as an incentive to reuse them on-site; engineering and erosion control staff attending conferences as available, engineering and erosion control staff speaking at conferences when invited, providing written materials regarding stormwater management and erosion control to the general public from our Inspections Division; working with property owners adjacent to the Apple Creek Corridor and other city stormwater facilities to prevent dumping of waste and mowing next to the water; and sponsoring and attending the annual FWWA Stormwater Conference.

The Wastewater Treatment Plant responds to citizen calls asking how to dispose of a range of materials, usually destined for the sanitary or storm sewer. The plant keeps information about the landfill's clean-sweep schedules and encourages proper disposal of materials. They also educate people that the storm sewers do not discharge to the Treatment Plant and emphasize the impacts to the watershed if chemicals find their way into the storm sewers.

Appleton's Health, Public Works and Police Departments assisted with advertising the 2006 Calumet and Winnebago County's Clean-Sweep program to the Hispanic and Hmong populations, as well as the general public. An Appleton Alderperson worked at the Clean-Sweep event held Apil 21-22, 2006 in the Town of Menasha.

Appleton will use the model Information and Education Plan developed by NEWSC for suggestions to prepare our own plan that meets the requirements of the permit.

Measurable goals: 1) Continue membership and active participation in NEWSC, 2) Four updates of the Utilities Committee in 2007 by the city's stormwater consultant and 3) Prepare the City of Appleton Information and Education Plan that meets the requirements of the permit and submit it to DNR within 18 months of permit coverage.

B. Public Involvement and Participation

Describe the public involvement and participation program activities that the municipality will promote to comply with section 2.2 of the MS4 general permit.

Appleton has regional stormwater management plans for many of its growth areas, addressing both water quality and water quantity. The latest plans were developed with input from stakeholders, including regulatory agencies, neighboring communities, and elected officials. In 2004 the city hired Earth Tech, Inc. to prepare a city-wide stormwater management plan, including water quality, water quantity, and what was anticipated to be in the NR 216 permit at the time. This plan was developed with both a stakeholder committee and an advisory committee. Two public listening sessions and several briefings of the Utilities Committee were held during the development of this plan. All project plans were approved by the Utilities Committee and the Common Council. Committee and Council meetings are public and properly noticed by the City Clerk.

The City will continue current activities such as: updating the Utilities Committee (elected officials) several times per year; supporting the regional public involvement and participation efforts of NEWSC; meeting with adjacent property owners as specific project plans are developed; and working with neighbors adjacent to stormwater facilities to ensure appropriate function and stability of these facilities.

Measurable goals: 1) Continue membership and active participation in NEWSC, 2) Four updates of the Utilities Committee in 2007 by the city's stormwater consultant, 3) Prepare the City of Appleton Public Involvement and Participation Plan and submit it to DNR within 18 months of permit coverage, and 4) Hold one Advisory Committee meeting in 2007.

C. Illicit Discharge Detection & Elimination

Describe the illicit discharge detection and elimination program authority and activities that the municipality will develop and implement to comply with section 2.3 of the MS4 general permit.

Appleton currently has authority to regulate illicit discharges through the nuisance code and the plumbing code (the city has adopteded COMM 82). These codes are enforced by the Building Inspections Division of the Department of Public Works. The city also has a "Sanitary Sewer Use Policy" that provides guidance to determine what discharges should and should not enter the sanitary sewer system.

Current city procedures for addressing illicit discharges include:

1) Suspected illicit discharges found by the city sewer cleaning crew or mason crew are reported to their foreman who in turn contacts the Plumbing Inspectors for follow up.

2) The contractor performing the annual Sewer Cleaning and Televising contract notifies engineering staff of any unusual conditions found during televising. Engineering then contacts the Plumbing Inspectors for follow up.

3) Plumbing Inspectors check for illicit discharges any time a plumbing permit is obtained and an inspection is performed.

4) Yearly inspections by Wastewater Treatment Plant personnel for the Pretreatment Program include a water balance to verify appropriate location of all discharges from industrial sites.

Other current activities conducted in Appleton regarding Illicit Discharges include:

1) Televising and cleaning all sanitary and storm sewers by a contractor on an 8-10 year cycle. In 2005 approximately 55.7 miles of sanitary sewer and 35.2 miles of storm sewer were cleaned and televised. The updated information allows the city to plan annual sanitary and storm sewer relay and spot repair projects to maintain the integrity of both systems. The relay project includes replacing sanitary sewer laterals to the property line, unless they are plastic.

2) Cleaning all sanitary and storm sewers with city crews and equipment on approximately a three year cycle. Known problem lines are cleaned on a more frequent basis. City crews also cut roots from the storm sewer system as needed.

3) Contracting to treat root problems in the sanitary sewer system every two to three years.

4) Providing every lift station a redundant pump and an alarm to the Wastewater Treatment Plant, where personnel are on duty 24 hours a day. Two of the lift stations have generators and there is a spare generator at the plant. Problem lift stations are inspected weekly. This is part of the Appleton "Sanitary Sewer Spill Notification Plan".

5) Storing chemicals used at the Wastewater Treatment Plant, Water Treatment Plant, Fire Stations, Park and Recreation Department, and Municipal Services Building inside and/or within containment systems.

6) A state recognized Regional Response Hazmat Team as part of the Appleton Fire Department that has established standard operating guidelines for "Handling and Disposal of Hazardous Waste Material". The Operations Division of the Department of Public Works assists the Fire Department in tracking spills that enter the storm sewer system. Hazardous material is disposed of through a licensed contractor.

7) "Oil Spill Procedures" established by the Operations Division of Public Works that includes a "Spill Cleanup Log" in case of engine or hydraulic oil leaks from Public Works vehicles.

8) Specifications for hauling contractors to address spills between the plant and the farm fields used for land application in the Biosolids Management Program.

9) Dechlorinating city owned pools prior to discharge into the storm sewer system.

10) Discharging super-chlorinated water flushed from new or relayed water mains to the sanitary sewer system.

11) Participating on the NEWSC Illicit Discharge Committee. Appleton engineering and legal staff have assisted in the preparation of the Illicit Discharge Model Ordinance available to all NEWSC members. The committee has also begun developing flow charts for spill response and general response procedures for suspected illicit discharges.

Appleton will review these activities and procedures, revise them as needed and develop the associated documentation.

Measurable goals: 1) Prepare Illicit Discharge Response Procedures and submit to DNR within 24 months of permit coverage, 2) Develop ordinance language to meet the permit requirements for Illicit Discharge Detection and Elimination and submit to DNR within 24 months of permit coverage, 3) Continue membership in NEWSC and active participate with the NEWSC Illicit Discharge committee, 4) Prepare a program for on-going field screening of outfalls and submit to DNR within 36 months of permit covereage, 5) Complete initial field screening within 36 months of permit coverage, 6) Televise and clean sanitary and storm sewers in 2007, and 8) Contract sanitary and storm sewer relay, manhole to manhole liners, spot repair liners, sanitary sewer root treatment and protruding tap and mineral deposit removal in sanitary and storm sewers in 2007.

D. Construction Site Pollution Control

Describe the construction site pollutant control program authority and activities that the municipality will develop and implement to comply with section 2.4 of the MS4 general permit.

Appleton has had an Erosion Control Ordinance in effect and a full time Erosion Control Inspector since 1999. The ordinance was updated in 2004 to be more stringent than the latest DNR model ordinance and became effective January 1, 2005. The ordinance is Chapter 24 of the Appleton Municipal Code and is available on the city's website www.appleton.org.

Appleton also has specifications for Erosion Control and Vegetative Restoration that are based on the WDNR technical standards. These specifications are included in Public Works bid documents.

The city will continue to staff the "Erosion Control Inspector" position that performs field inspections of residential, non-residential, and public works projects; prepares erosion control plans and specifications for city projects; and reviews erosion control plans submitted to the city for site plans, subdivisions, and residential properties. The city will also review current procedures for inspection frequency, enforcement mechanisms, and receiving information from the public, revise them as needed, and prepare the associated documentation.

Measurable goals: 1) Develop a program and procedures to meet the requirements of the permit and submit to DNR within 18 months of permit coverage, 2) Update the Erosion Control and Vegetative Restoration Specifications on a yearly basis, 3) Continue membership and active participation in NEWSC, and 4) Continue to fund the Erosion Control Inspector position through the Stormwater Utility.

E. Post-Construction Site Storm Water Management

Describe the post-construction storm water management program authority and activities that the municipality will develop and implement to comply with section 2.5 of the MS4 general permit.

Appleton has had a post-construction Stormwater Management Ordinance in effect since January 2004. It was based on the DNR model ordinance and water quantity control was added. It is Article VI of Chapter 20 of the Appleton Municipal code and is available on the city's website www.appleton.org. The Engineering Division of the Department of Public Works administers the ordinance. Appleton currently contracts with Earth Tech, Inc. to review stormwater management plans for site plans and subdivisions.

Appleton will review the ordinance and current procedures, revise them as necessary, and prepare the associated documentation.

Measurable goals: 1) Develop a program and procedures that meet the permit requirements and submit to DNR within 18 months of permit coverage. 2) Contract with a qualified consultant in 2007 to review stormwater management plans for site plans and subdivisions, 3) Continue membership and active participation in NEWSC, and 4) Review and update, if necessary, the Appleton Stormwater Management Ordinance in 2007-2008.

F. Pollution Prevention

Describe the pollution prevention program activities that the municipality will implement to comply with section 2.6 of the MS4 general permit.

Appleton currently owns 3 mechanical sweepers and one Vac-All that operate throughout the city as weather conditions permit. Material collected is disposed of, by permit, at the Outagamie County landfill. Spring sweeping is coordinated with the spring hydrant flushing program. City staff cleans the storm and sanitary sewers on approximately a three year cycle and removes root problems in storm sewers yearly, as needed. Storm sewers are cleaned and televised on an 8 to 10 year cycle by a contractor.

A new salt shed was constructed in 2001 at the Municipal Services Building. It is inspected yearly by the State of Wisconsin. The written "Snow and Ice Control Program", which does not commit to bare pavement, establishes proper use of chemicals, sets a guideline of 300 pounds of salt per lane mile on four lane and primary roads, and sets a guideline of 150 pounds of salt per lane mile on residential streets.

Appleton has two yard waste drop off sites that collect grass clippings, brush, yard waste, and motor oil. A fee is charged for each bag of grass clippings as an incentive to mulch grass on site. They city owns a chipper and prepares mulch material for residents.

The Municipal Services Building accepts oil, anitfreeze, appliances (including those with freon), concrete, tires, and car batteries for proper disposal. A private qualified contractor picks up oil for recycling, the antifreeze and the freon. Leaves and grass are taken to a private company for composting.

Park and Recreation Department and Utilties Department personnel are certified for fertilizer application on city owned property and only apply chemicals as needed per the department's turf management policies.

The city has completed Stormwater Pollution Prevention Plans for Valley Transit (local public bus transporation) and the Wastewater Treatment Plant. Stormwater Management Plans were completed for the Municipal Services Building, two yard waste sites and the Water Treatment Plant. Stormwater Management Plans willl be prepared for Fire Stations No. 1 and No. 6 and the Police Station, where vehicle maintenance takes place, the Park and Recreation Department site and Reid Municipal Golf Course.

Appleton has contracted with Earth Tech, Inc. to prepare Adaptive Management Plans for city owned stormwater facilities. These documents integrate operation and maintenance of the engineering functions with the establishment and maintenance of the native vegetation and habitat components of the facilities. Adaptive Management Plans are dynamic documents that include historical and permit information, resources, and inspection forms for engineering staff

and the ecological consultant.

Appleton contracts yearly with a qualified biologist or ecologist to monitor and maintain the native vegetation at city stormwater facilities. The city also contracts for muskrat trapping twice a year at city stormwater facilities. City staff perform tasks such as yearly inspections, trash removal, dredging, and riprap replacement. The city accepts ownership of many stormwater ponds from residential developments to ensure long term maintenance.

The Wastewater Treatment Plant has an active "Hauled Waste Program" that kept over 1,000 tons of septage wastes and over 85,000 tons of diary and food industry residuals from being directly landspread in 2005. Biosolids management has an emphasis on non-point runoff in their land application program, including staff actively involved in non-point source workshops and run-off control.

In 2006 a hydrodynamic separator device will be installed at the Municipal Services Building. This device will be monitored and maintained by city crews.

The city will review these activities, revise them as needed and prepare the associated documentation.

Measureable goals: 1) Develop a plan to meet the requirements of the permit and submit to DNR within 24 months of permit coverage, 2) Maintain the hydrodynamic separator device installed in 2006 at the Municipal Services Building, 3) Contract with a qualified ecologist or biologist in 2007 to monitor and maintain the native vegetation at city stormwater facilities, 4) Inspect city owned stormwater facilities in spring of 2007, 5) Continue membership and active participation in NEWSC and 6) Complete 2500 hours of street sweeping in 2007.

Section VII: Certification

Certification: I hereby certify that I am an authorized representative of the municipality that is the subject of this application for general permit coverage, and that the information provided is true and complete, to the best of my knowledge. I understand that Wisconsin law provides severe penalties for submitting false information.

Authorized Representative Name	Title	
Paula Vandehey, P.E.	Director of Public Works	
Signature *Paula Vandehey*		Date Signed *June 1, 2006*
E-mail address	Telephone Number (include area code)	Fax Number (include area code)
paula.vandehey@appleton.org	920-832-6474	920-832-6489

Return this completed form to:

Wisconsin Department of Natural Resources
Storm Water Program – WT/2
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